

1ST STORY of Level 1 printed in FULL format.

Copyright 1994 Business Wire, Inc.  
Business Wire

September 26, 1994, Monday

DISTRIBUTION: Business Editors & Computer Writers

LENGTH: 646 words

HEADLINE: Cirrus Logic offers multimedia video playback on desktop and portable PCs; company continues aggressive leadership in graphics market.

DATELINE: FREMONT, Calif.

BODY:

Sept. 26, 1994--Cirrus Logic Inc. (NASDAQ:CRUS) Monday introduced three new products for desktop and portable computers, becoming the first company to offer a low-cost solution for multimedia video playback on both platforms.

These products, the CL-GD5440, the CL-PX4072 and the CL-GD7542, provide significant end-user benefits via hardware enhancements such as full-screen, true-color, 30 frames-per-second video playback.

"There is a convergence of technology at work in the graphics industry today," said Douglas J. Bartek, president of Cirrus Logic's User Interface Company. "Beginning in 1995, hardware-accelerated video playback will be a standard feature on desktop and portable computing platforms.

"Cirrus Logic is continuing its leadership in the graphics industry by introducing the first fully-integrated, full-motion video playback for multiple platforms."

MotionVideo Architecture

Cirrus Logic developed a common architecture to provide multimedia capabilities to desktop and portable PCs. MotionVideo Architecture (MVA), includes a multiformat buffer which allows the YUV signals from a video stream to coexist with the RGB format from a computer, thus saving on memory costs and allowing the controller to display a window of video information at a different color depth than the surrounding graphics environment.

This architecture allows Video for Windows to play back a video clip at up to a 24-bit-per-pixel (BPP) color depth, significantly improving the video display quality. At the same time, it maintains high graphics performance by keeping the Windows environment at 8 bits-per-pixel.

Cirrus Logic is introducing three different products to meet the specific multimedia needs of the desktop and the portable PC. The CL-GD7542 provides desk-top quality video playback on the portable PC for the first time. It is also optimized to support the larger screen sizes (800 x 600) being designed into high-end portable computers.



**LEXIS-NEXIS**  
A member of the Reed Elsevier plc group



**LEXIS-NEXIS**  
A member of the Reed Elsevier plc group



**LEXIS-NEXIS**  
A member of the Reed Elsevier plc group

Business Wire, September 26, 1994

The CL-GD5440 provides hardware accelerated video playback from a CD-ROM or hard disk. Optimized for the desktop computer, it meets the performance needs of the growing CD-ROM marketplace. The third product in the introduction, the CL-PX4072, provides a direct interconnect between a live television source and the computer. This enables TV quality video on the PC.

#### Price and Availability

The CL-GD7542, in a 208-pin quad flat pack (PQFP), is available now. Sampling prices are \$45 with production pricing set at \$39.50 in 1000-piece quantities. The CL-GD5440, in a 208-pin plastic quad flat pack (PQFP) will begin sampling in the fourth quarter of 1994. Sampling prices will be \$35. Mass production will begin in the first quarter of 1995 and the product will be priced at \$29.50 in 1000-piece quantities.

The CL-PX4072, in a 44-pin PLCC package will begin sampling in the fourth quarter of 1994. Sampling prices will be \$45. Mass production will begin in the first quarter of 1995. Production price is \$35 in 1000-piece quantities.

Cirrus Logic Inc.

Headquartered in Fremont, Cirrus Logic develops innovative architectures for analog and digital system functions and implements. The company implements those architectures in proprietary integrated circuits and related software for applications that include user interface and multimedia (graphics, audio and video), mass storage, communications and data acquisition. Key markets for Cirrus Logic's products include desktop and portable computing, workstations, telecommunications and consumer electronics.

-0-

Note to Editors: Copies of individual product bulletins are available upon request by contacting Cirrus Logic at 510/623-8300.

CONTACT: Cirrus Logic Inc., Fremont  
Donna Buckmaster, 510/226-2014  
or  
Janet Freeman, 510/226-2227

LANGUAGE: ENGLISH

LOAD-DATE: September 27, 1994



**LEXIS•NEXIS**

& A member of the Reed Elsevier plc group



**LEXIS•NEXIS**

& A member of the Reed Elsevier plc group



**LEXIS•NEXIS**

& A member of the Reed Elsevier plc group